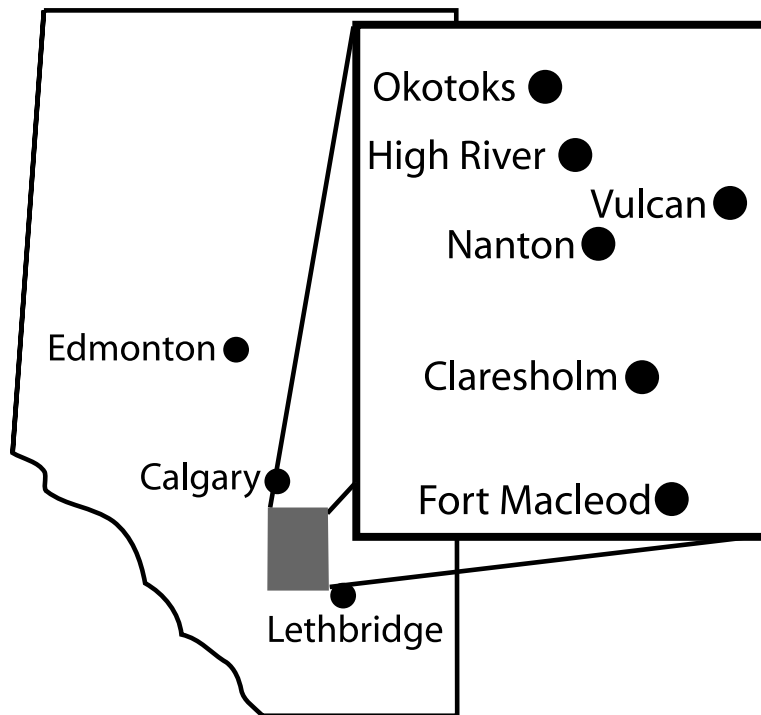


Regional

ADVERTISING PACKAGE

For further information or to place your ad,
please contact: Roxanne Thompson
[P] 403-625-4474 [F] 403-625-2828
[E] Roxanne@claresholmlocalpress.ca



The Regional covers a wide geographic area along the foothills from Calgary to Fort Macleod and east to Vulcan. It is inserted weekly in the Okotoks Western Wheel, High River Times, Nanton News, Vulcan Advocate, Claresholm Local Press and the Fort Macleod Gazette. The combined circulation is 25,000 with readership upwards of 40,000.

Regional

ADVERTISING RATE CARD - RANDOM DISPLAY PAGE PORTIONS

Effective February 1, 2015

Based on 6 column C.N.U. Tabloid Format

\$16.90/col. inch

Retail Page Portion Prices (+ GST):

1/8 page - 8.5" \$143.65 (+ GST) = \$150.83

- 1 c. x 8.5"
- 2 c. x 4.25"
- 3 c. x 3"
- 4 c. x 2"

1/6 page - 11.25" \$190.13 (+ GST) = \$199.64

- 2 c. x 5.5"
- 3 c. x 3.75"
- 4 c. x 2.75"

1/4 page - 17" \$287.30 (+ GST) = \$301.67

- 2 c. x 8.5"
- 3 c. x 5.75"
- 4 c. x 4.25"
- 6 c. x 2.75"

1/3 Page - 22.5" \$380.25 (+ GST) = \$399.26

- 2 c. x 11.25"
- 3 c. x 7.5"
- 4 c. x 5.75"

1/2 Page - 33" \$557.70 (+ GST) = \$585.59

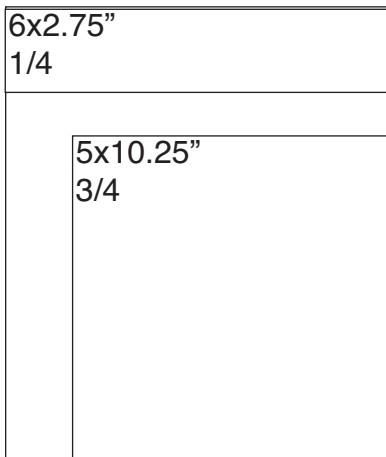
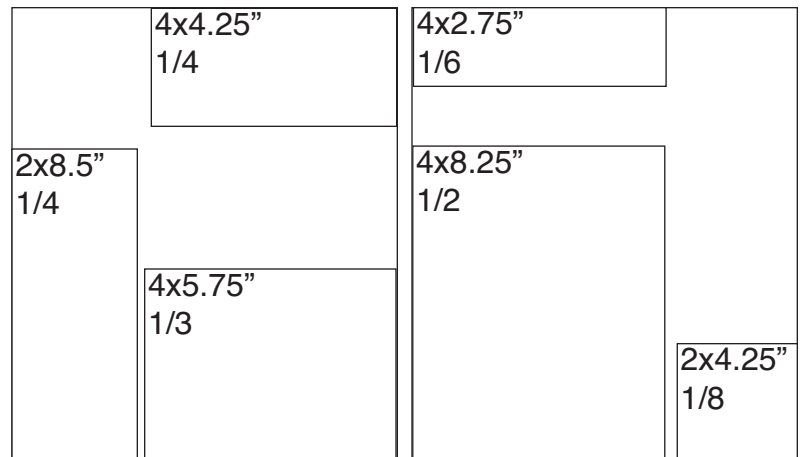
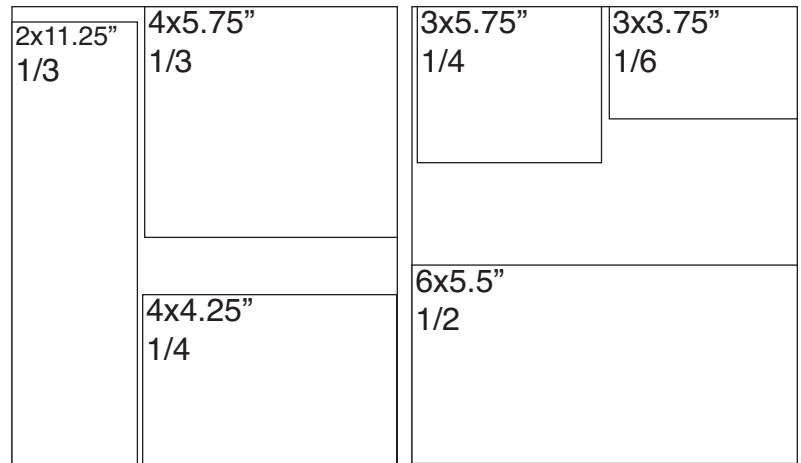
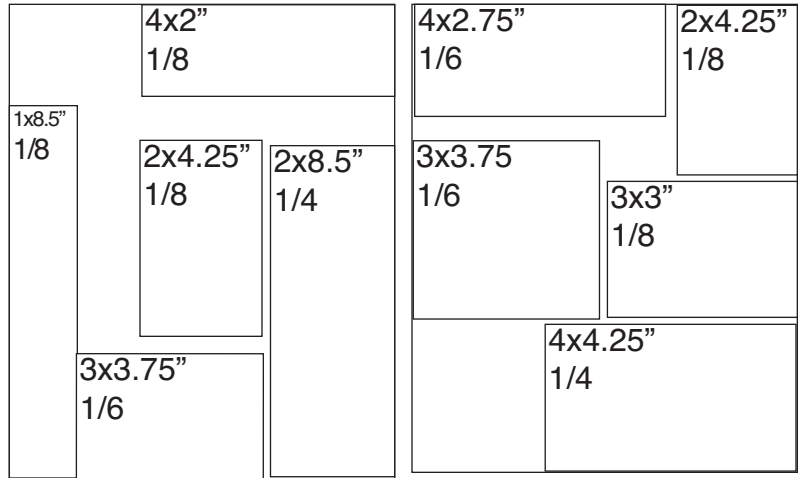
- 3 c. x 11.25"
- 4 c. x 8.25"
- 5 c. x 6.5"
- 6 c. x 5.5"

3/4 Page - 51" \$861.90 (+ GST) = \$905.00

- 5 c. x 10.25"
- 6 c. x 8.5"

Full Page - 67.5" \$1140.75 (+ GST) = \$1197.79

FULL COLOR - \$120.00



Column Width 1.569 inches Column Depth 11.25" Gutter 1 pica

1 Column...1.569" (9p5) 2 Column...3.306" (19p10) 3 Column...5.042" (30p3)
 4 Column...6.778" (40p8) 5 Column...8.514" (51p1) 6 Column...10.25" (61p6)

Advertising Rate Card

Effective February 1, 2015



Retail, 6 columns.....\$7.90/column inch
 Classified Display, 7 columns.....\$9.25/column inch
 plus \$2 per week for online inclusion
 Legal Classified70¢/agate line
 Classified Line (includes online)\$9.25/20 words
 (Each additional word 15¢)
 Business Directory.....\$11/week
 \$143 + gst (13 week contract ~ Pre-paid)
 Obituaries\$75
 Spot Colour.....\$60.00/colour
 Process Colour\$100.00
 Position Charge (where & when available).....25%
 Inserts (1/4 folded)1900 required @ 8¢ each
 Circulation1,714
 (1760 (VCP) serving Claresholm, Stavely, Granum and area)
 Readership3,942
 (Readership is calculated by 2.3 exposures per issue of each
 paid circulation community newspaper)
 Agency72¢/agate line
Ad & News Deadline: Friday, Noon - week prior



CIRCULATION - 29,115

Inserted weekly in the Okotoks Western Wheel, High River Times, Nanton News, Vulcan Advocate, Claresholm Local Press & the Fort Macleod Gazette

Retail, 6 columns\$16.90/column inch
 Front Page Ear Lug.....\$75/week
 Classified Display, 7 columns.....\$19.00/column inch
 Classified Line.....\$16.28/20 words
 (Each additional word 41¢)
 Business Directory\$31.00/week
 (13 week contract ~ Pre-paid \$403)
 Spot Colour.....\$60.00/colour
 Process Colour\$120.00
 Inserts (1/4 folded)29,115 required @ 8¢ each
Ad Deadline: Wednesdays, 5 p.m. - week prior
News Deadline: Wednesday, 5 p.m. - week prior

Volume Discounts

100 - 500 column inches 10%	1000 - 3000 column inches..... 20%
500 - 1000 column inches 15%	3000 - 5000 column inches 25%
	5000+ (Regional only)30%

Businesses advertise for three reasons:

1 Profit
Advertising generates sales for your business

2 Protection
Advertising protects your market share

3 Prestige
Advertising creates an image for your business